

# ‘Roads to Sustainability’



## Results of Community Engagement



# Research Objectives

---

The main objectives of this 'Roads to Sustainability' survey were:

- To assess the level of support from Clarence Valley residents for each of the three funding options proposed by the Council -
  - **Option 1** – A special rate rise of 8% a year for each of five years from July 1, 2016.
  - **Option 2** – A reduction in a range of discretionary services and amenities.
  - **Option 3** – A combination of the two measures.



# Research Objectives

---

- To understand why households chose their preferred option;
- To assess the relative level of importance for a range of specific types of infrastructure;
- To identify discretionary services that could be potentially eliminated as part of a cost cutting exercise.



# Research Methodology- Sample vs Census

All households in the Clarence LGA



This is what we think Council should do to become financially sustainable.

A sample that is representative

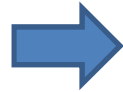


This is what we think Council should do to become financially sustainable.

Use the best sampling techniques that are available.

In practical terms, the opinions expressed by the sample group will be a very good approximation of those held by the group of all households.

# Survey – Only as good as the Sample



We extract all the numbers from the suburbs in Clarence Valley LGA



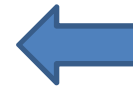
There are numbers missing in the sequence that may be newly allocated or silent numbers.

... 6644 5003 .... 66445023



We use a special algorithm to make best guess at what these numbers might be and add them

... 6644 5003 6644 5009 6644 5015 6644 5023 ...



We run them through a very clever silent dialler to see if they are active numbers and throw out those that aren't.



We sort this list geographically across the LGA

... 6644 5003 6644 5009 6644 5023 6644 5035 6644 5040 6644 5047 6644 5049 ... 6644 5175 ...

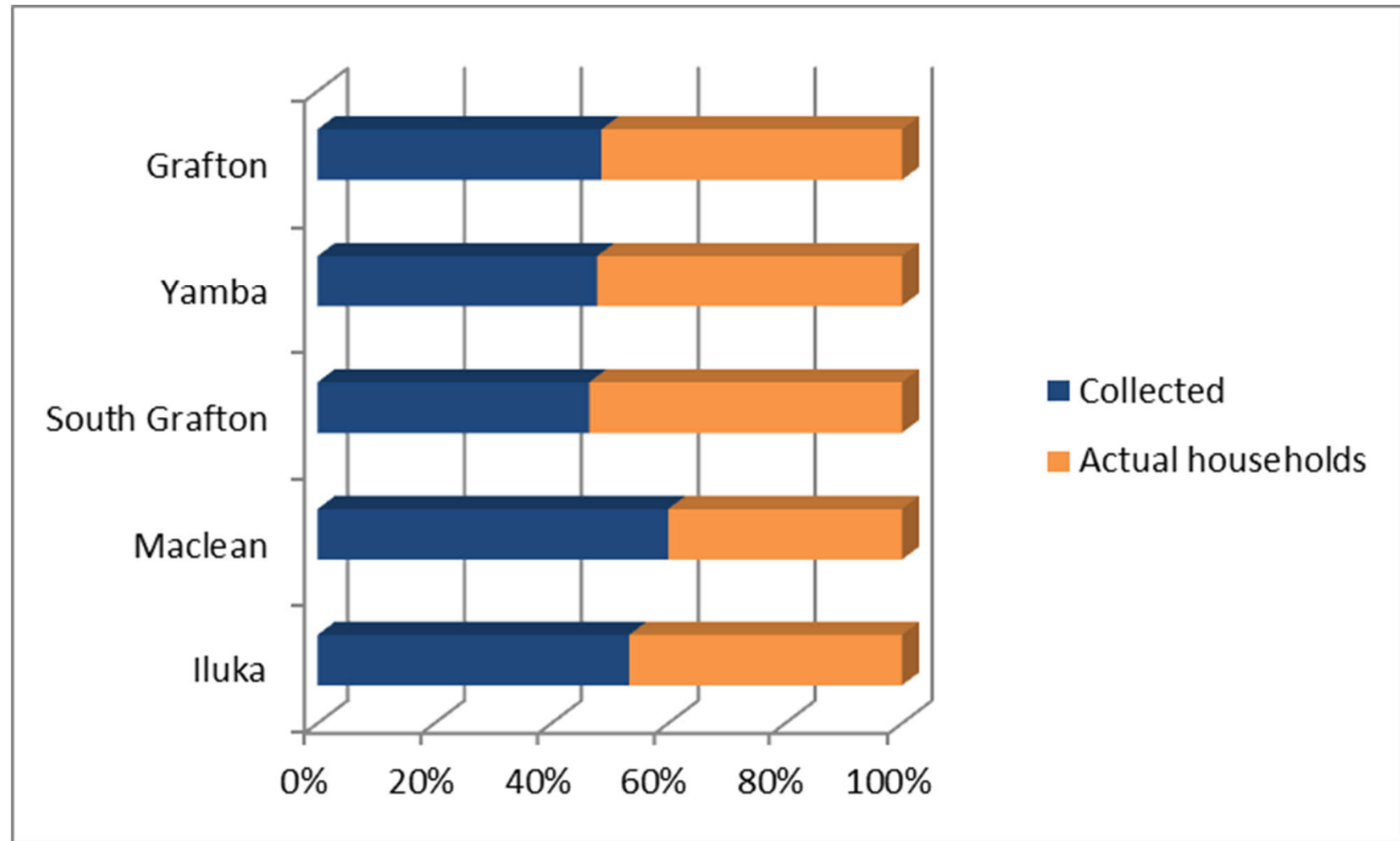


We then take every  $n$ th number to give us the sample size we want. This sample will be geographically representative of the LGA as a whole.



# Research Methodology – Did we get it right?

---



# Research Methodology

---

- The survey was conducted following an information package mail-out to all ratepayers, explaining the options Council is considering to increase operational revenue.
- The questionnaire was only administered to those residents who had read the 'Roads to Sustainability' brochure.
- The questionnaire was administered using IRIS's Computer-assisted Telephone Interviewing (CATI) facility. CATI facilitates strategies to combat non-response using time shifted retries for non-contacts and a callback facility for the convenience of respondents.





# Research Methodology

---

- Interviews were conducted from 19<sup>th</sup> to 26<sup>th</sup> August 2015.
- A final sample of 500 adult decision makers was achieved. As this was a rate payer survey and not a community survey, IRIS set out to achieve a spread of responses from both male and female heads of household.
- A response rate of 44.5% was achieved.
- **Given the care taken with the sample, the size of the sample and the way the results fell out we can be very confident that the results reported are accurate to within +/- 3.5 %.**





# INFRASTRUCTURE - IMPORTANCE

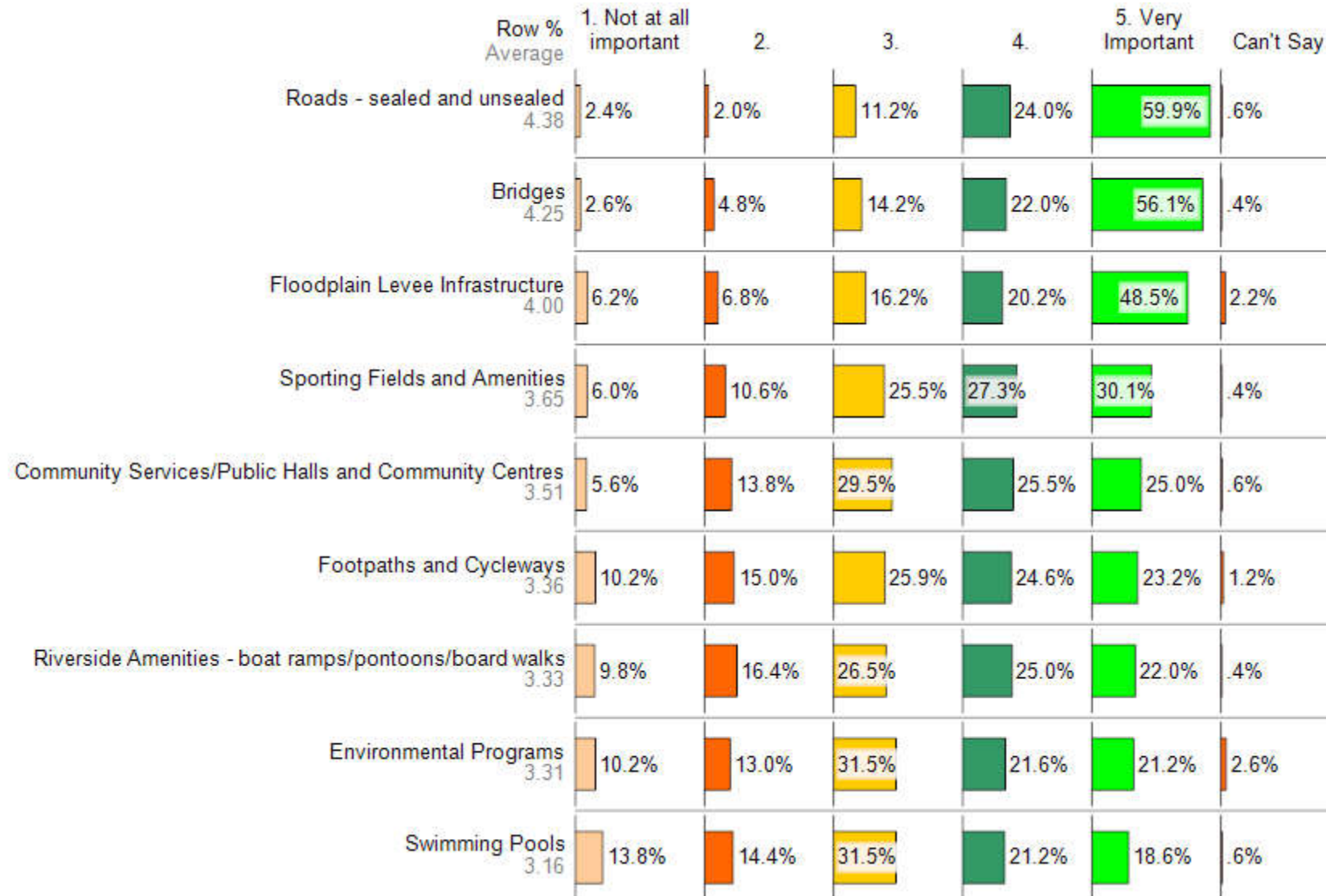
---

“Firstly, to assist with council’s long term capital expenditure planning, I would like to ask how important specific types of infrastructure are to you ?”

“... Please use a scale from 1 to 5 where 1 means not at all important and 5 means very import.”




# INFRASTRUCTURE - IMPORTANCE



# INFRASTRUCTURE – IMPORTANCE - Summary

---

Diminishing Importance

- 
1. Roads – sealed and unsealed
  2. Bridges
  3. Floodplain Levee Infrastructure
  4. Sporting Fields and Amenities
  5. Community Services / Public Halls and Community Centres
  6. Footpaths and Cycleways
  7. Riverside Amenities – Boat Ramps / pontoons / board walks
  8. Environment Programs
  9. Swimming Pools



# INFRASTRUCTURE - IMPORTANCE

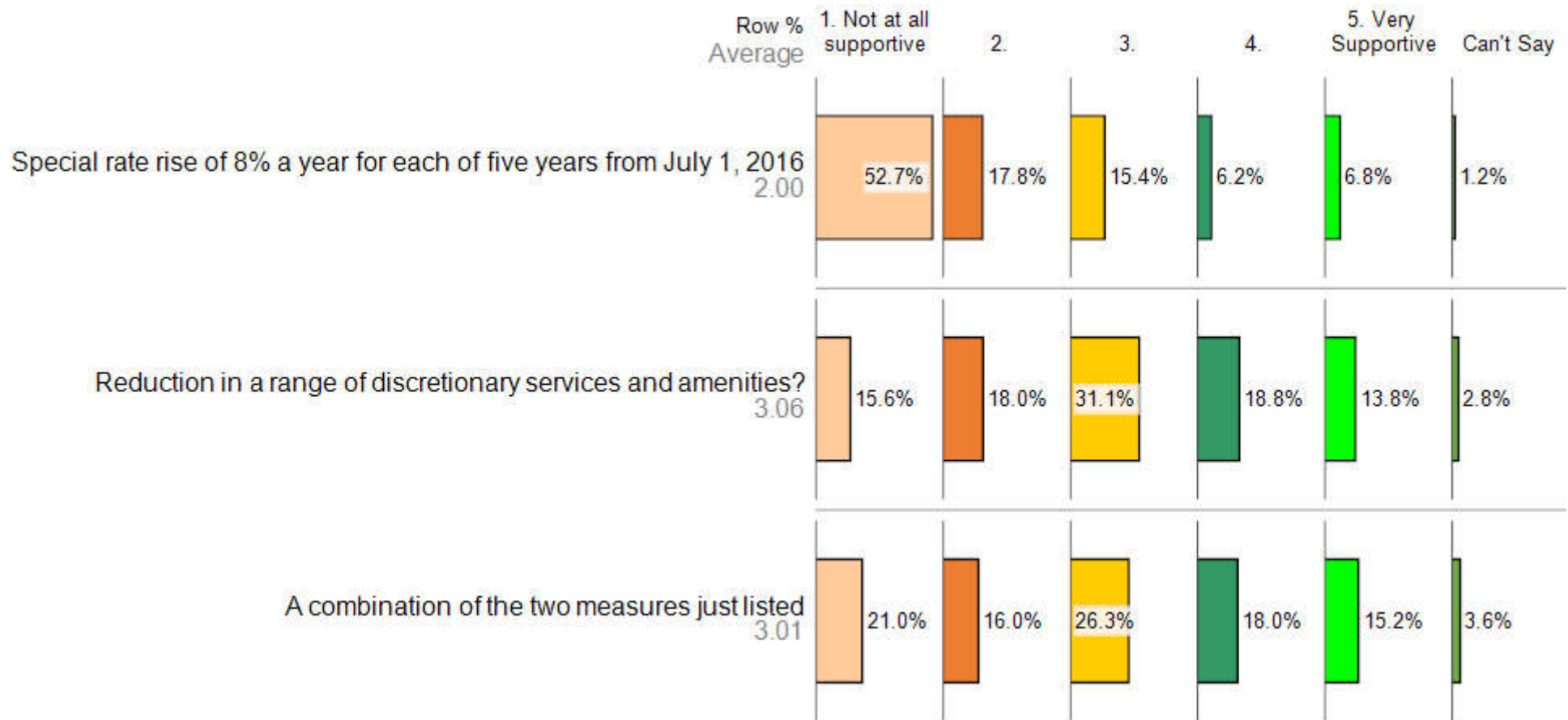
---

“Using a scale from 1 to 5, where 1 means not at all supportive and 5 means very supportive, how supportive are you of ... [Each of the three options to improve council’s operational revenue was then asked in turn]?”



# FUNDING OPTIONS

## Support for options 1,2 and 3



# FUNDING OPTIONS

## Support for options 1,2 and 3

	n/r	Low (1-2)	Medium (3)	High (4-5)	Mean
Support for Option 1 – Special rate rise	1.2%	70.5%	15.4%	13.0%	2.0
Support for option 2 – Discretionary services reduced	2.8%	33.5%	31.1%	32.5%	3.06
Support for option 3 – Combination of options	3.6%	36.9%	26.3%	33.1%	3.01

- Seven in 10 residents (70.5%) indicated a 'Low' level of support for Option 1 and it is the least supported option.
- Options 2 and 3 are statistically equally supported (Mean scores 3.06 and 3.01) although each is only given a 'High' support level (4 or 5) by around one in three residents (32.5% and 33.1%).

# INFRASTRUCTURE - IMPORTANCE

---

“Of the three options proposed by Council which option do you MOST support?”

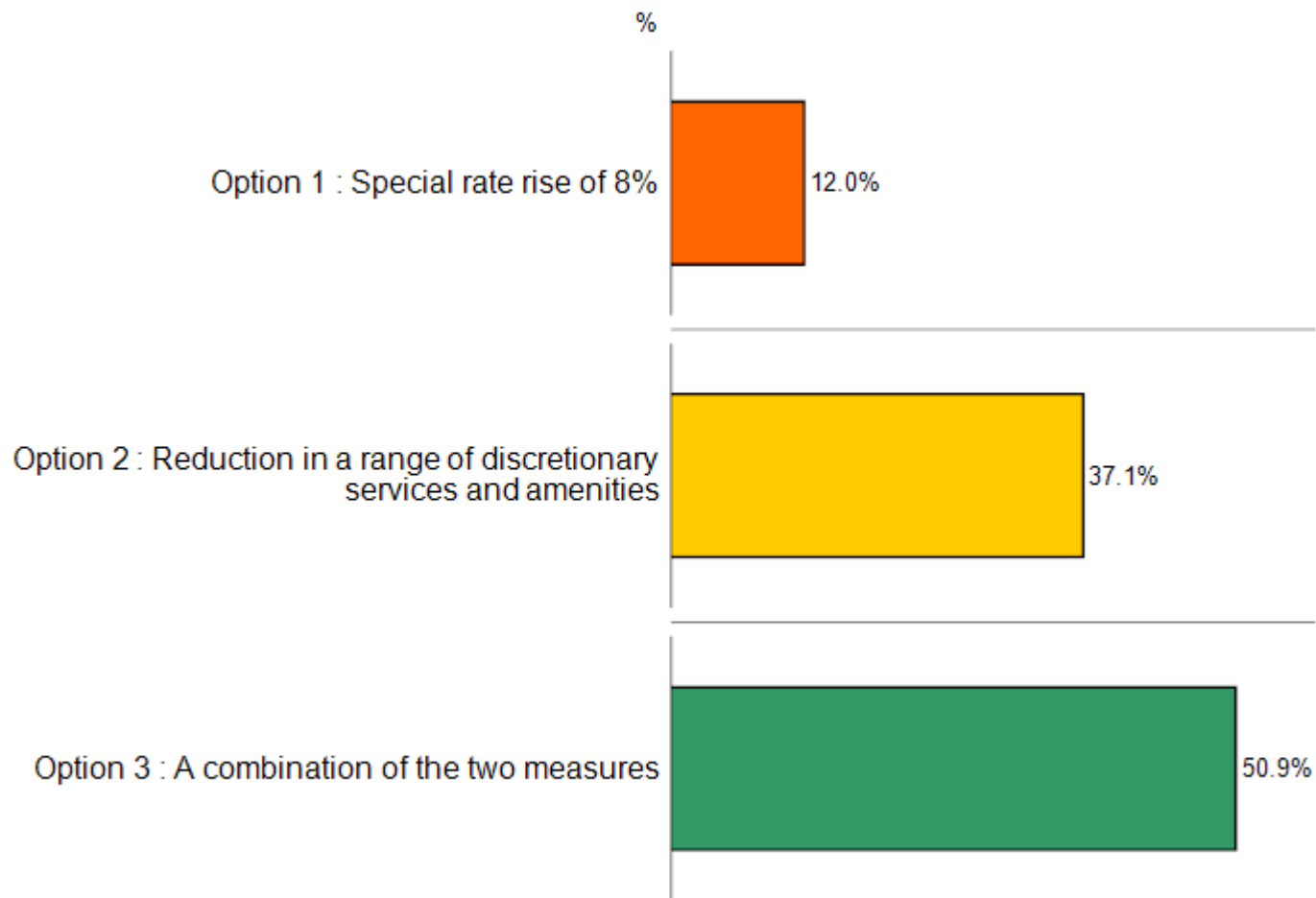




# PREFERRED OPTIONS

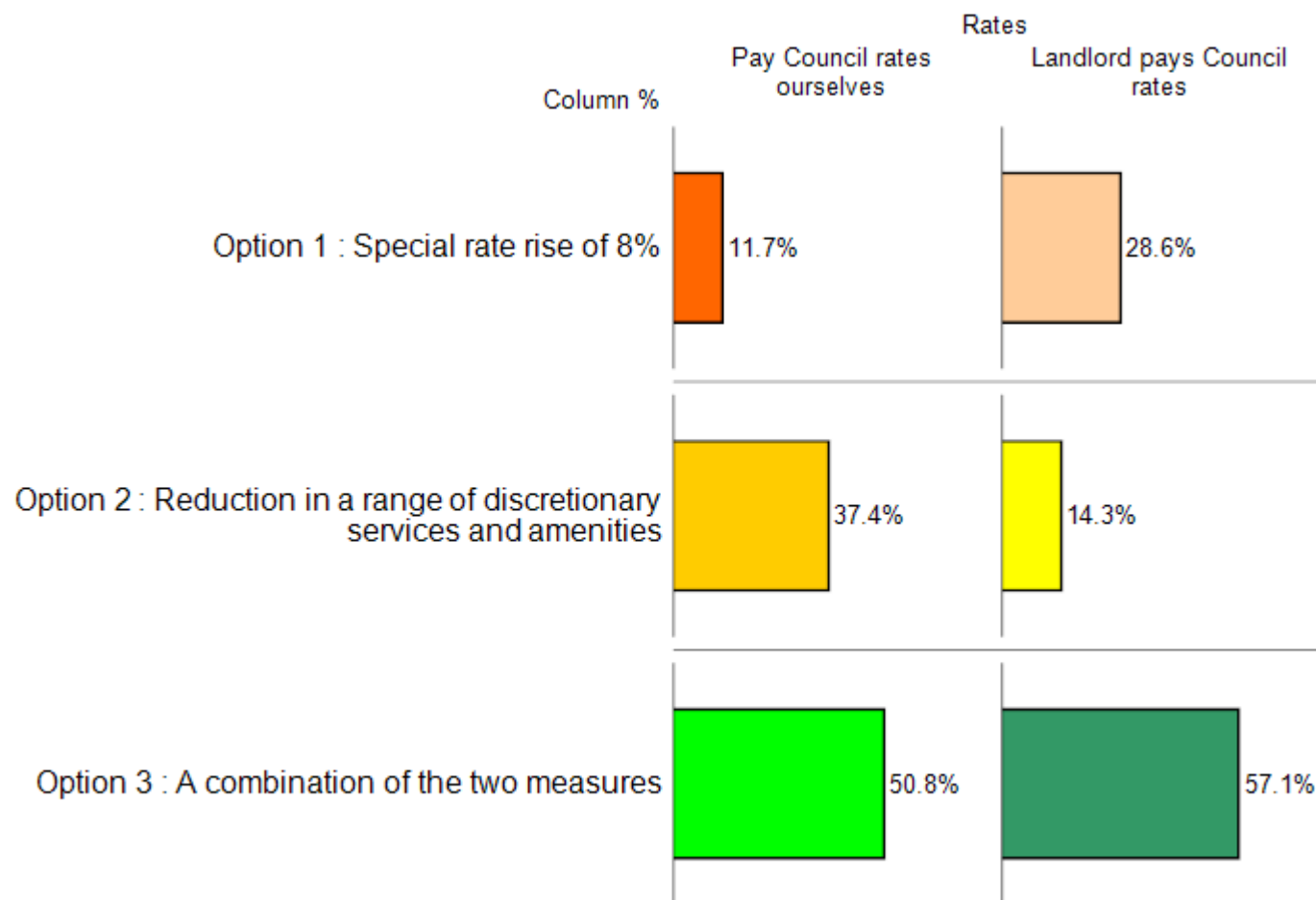
---

## Which option do you most support?



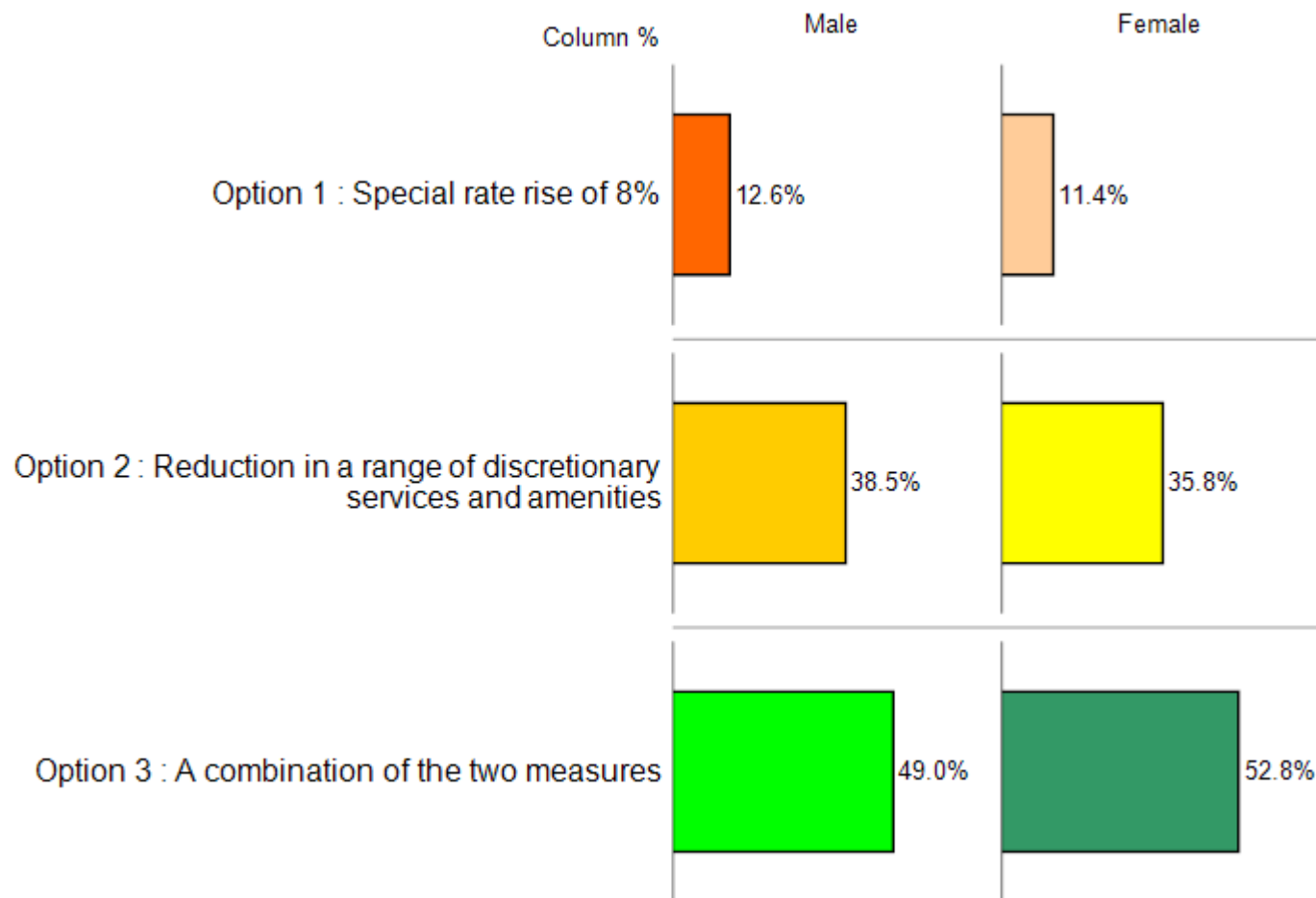
# PREFERRED OPTIONS x RATEPAYER

## Which option do you most support?



# PREFERRED OPTIONS x SEX

## Which option do you most support?



# INFRASTRUCTURE - IMPORTANCE

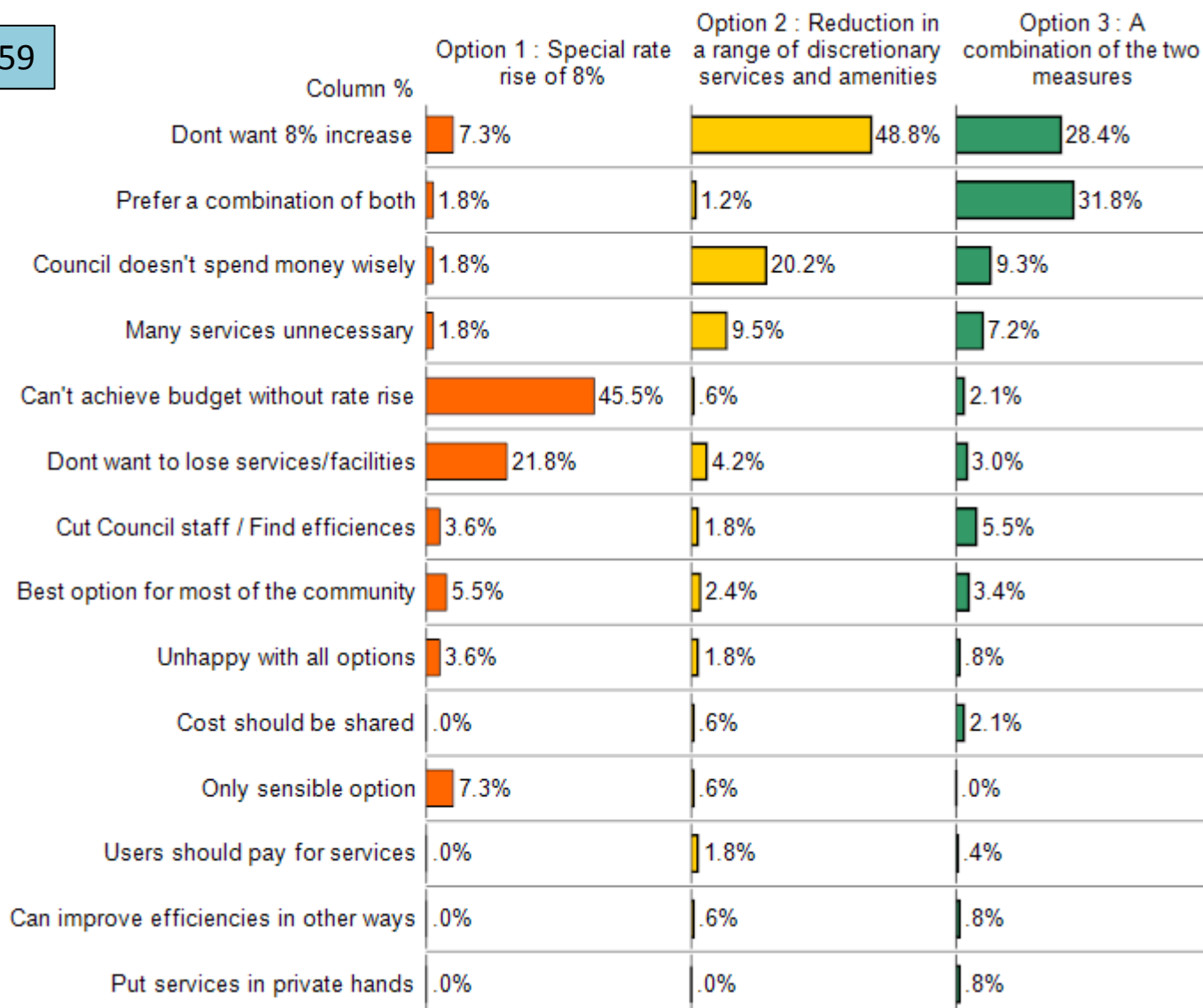
---

“What is your main reason for choosing that option as your highest preference?”



# PREFERRED OPTION- MAIN REASON FOR CHOOSING

n=459



# INFRASTRUCTURE - IMPORTANCE

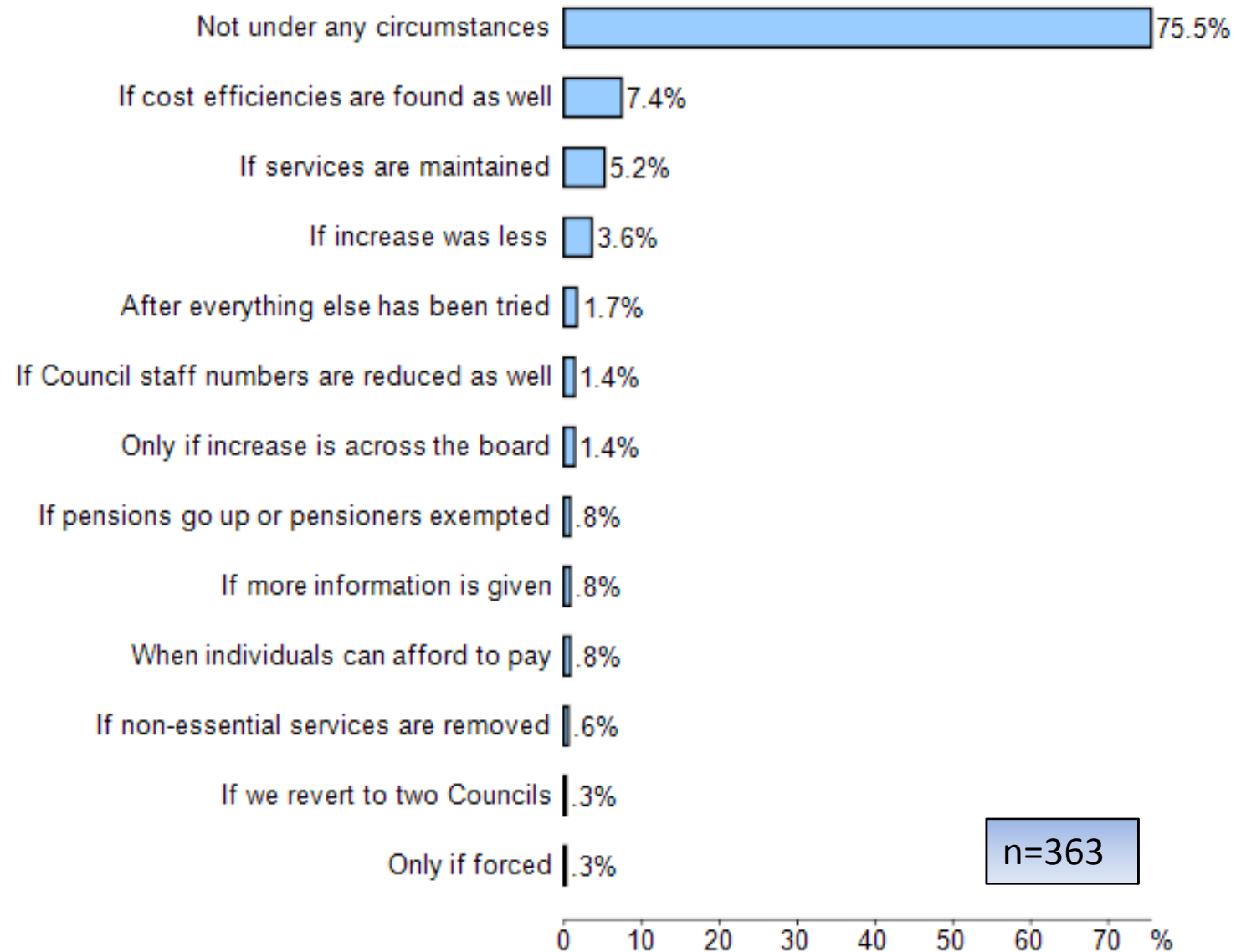
---

For those who didn't choose option 1 as their first preference ....

“Can you identify any circumstances where you would support Option 1 (a special rate rise of 8% a year for each of 5 years from July 1, 2016)?”



# CIRCUMSTANCES FOR SUPPORT OF OPTION 1





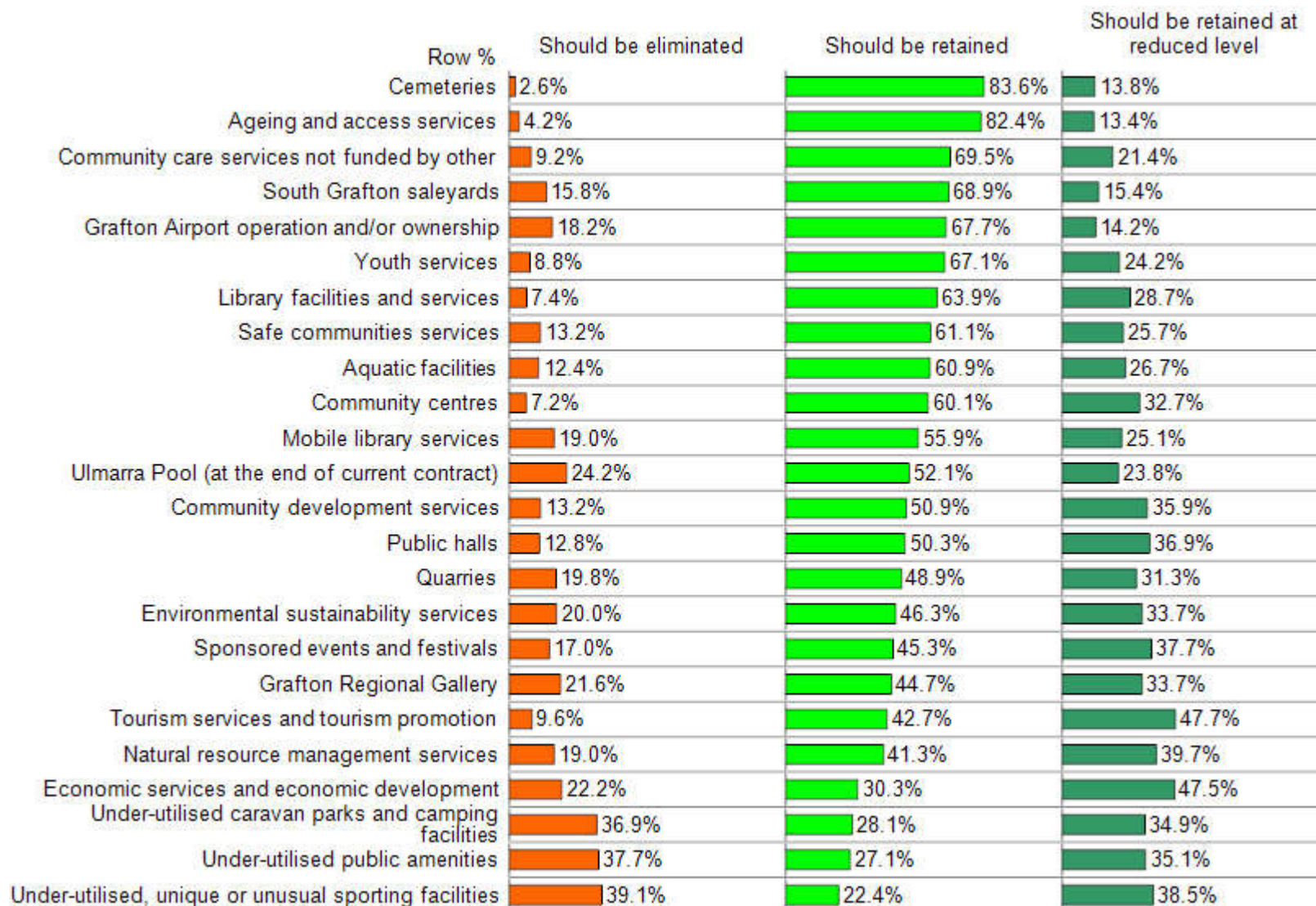
# DISCRETIONARY SERVICES - IMPORTANCE

---

“I would now like to ask you about your opinion of 24 discretionary services currently funded by Council. Council is seeking your views on whether these services should be eliminated, retained or retained at a reduced level?”

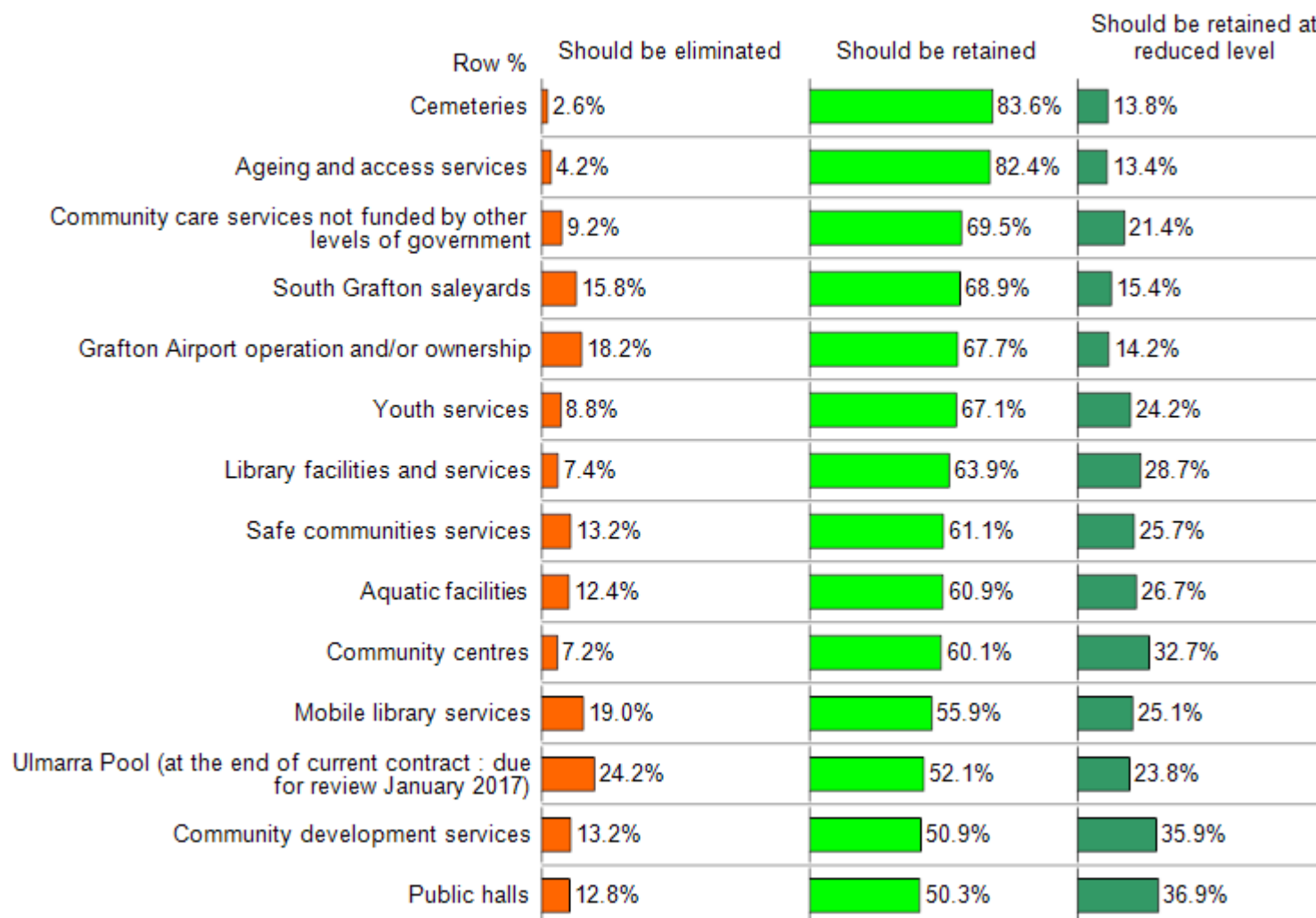


# ALL DISCRETIONARY SERVICES



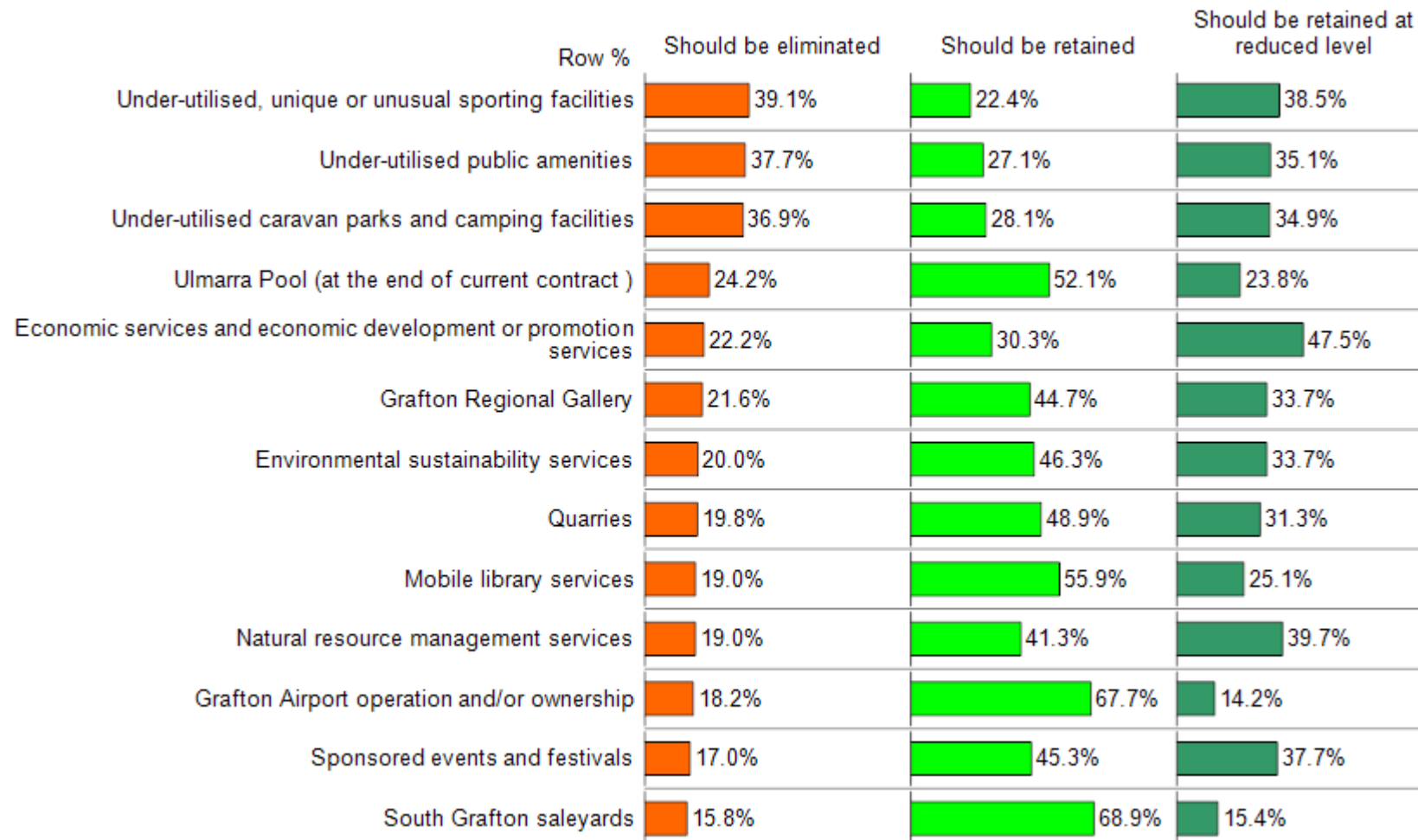
# RETENTION OF DISCRETIONARY SERVICES

## Services where at least 50% opted for retention



# ELIMINATION OF DISCRETIONARY SERVICES

## Services where at least 15% opted for elimination



# IN SUMMARY

---

When asked which of the three was their preferred option:

- 50.9% chose Option 3 (A combination of both) with 37.1% choosing Option 2 and 12.0% Option 1.
- Of those who didn't support Option 1, three in four residents (75.5%) said that they 'would not support it under any circumstances'.

When asked for their level of support for each option:

- Seven in 10 residents (70.5%) indicated a 'Low' level of support for Option 1 and it is the least supported option.
- Options 2 and 3 are statistically equally supported (Mean scores 3.06 and 3.01) with each given a 'High' (4 or 5) support level by only around one in three residents (32.5% and 33.1%).



# IN SUMMARY

---

When asked for the reason why they supported their preferred option:

- Those choosing Option 1 recorded “Can’t achieve budget without a rate rise” (45.5%) and “Don’t want to lose services/facilities” (21.8%) as their main reasons.
- Those choosing Option 2 recorded “Don’t want 8%/year rate rise” (48.8%) as their main reason.
- Those choosing Option 3 recorded “Prefer a combination of both” (31.8%) and “Don’t want 8%/year rate rise” (28.4%) as their main reasons.



# IN SUMMARY

---

When asked about the importance of a list of specific types of infrastructure, residents ranked:

- Roads- sealed and unsealed (4.38 out of 5), Bridges (4.25), Floodplain levee infrastructure (4.00) and Sporting fields and amenities (3.65) as being the most important.
- Swimming pools (3.16), Environmental programs (3.31), Riverside amenities (3.33) and Footpaths and cycleways (3.36) as being the least important.





# IN SUMMARY

---

When asked which discretionary services should be retained and which eliminated:

- Those judged as being the best candidates for retention were Cemeteries (83.6%), Ageing and access services (82.4%), Community care services (69.5%), South Grafton saleyards (68.9%), Grafton airport (67.7%) and youth services (67.1%).
- Those judged as being the preferred options for elimination were Under-utilised sporting facilities (39.1%), Under-Utilised public amenities (37.7%), Under-utilised caravan parks (36.6%) and Ulmarra pool (24.2%).



# QUESTIONS

---

Questions .....?

